

celebrating
25
YEARS

seeleyconference

JUNE 26-29, 2010

Floriculture's Environmental Footprint:
an inconvenient truth
OR **CONSUMER OPPORTUNITY?**



Cornell University
Ithaca, NY

As always, the think-tank atmosphere of the Seeley Conference will allow for plenty of interaction with fellow industry leaders. We invite you to join us in Ithaca for a valuable discussion.

For more information: www.hort.cornell.edu/seeleyconference/

To reserve your place at the conference, please contact Dolores Higareda: seeleyconference@cornell.edu, or 607.255.1789.

As in any market transition, there will be winners and losers. In the face of this emerging reality, the questions facing you are numerous:

- What kind of climate-related action is prudent for my company? Are there opportunities amidst the uncertainty of this market transition? How do consumers really feel about sustainability issues? Does their purchasing match their dialogue?
- What is my company's water and carbon footprint and how will potential changes in policy and market domains affect the positioning of our products and services? What tools and IT systems are available for calculating these footprints?
- How can I reduce my water and carbon footprint and find strategic advantages in those actions? Are there lessons we can learn from related industries?
- What's my environmental footprint message? Is it relevant to today's customers and how I communicate it? Do I have a good story to tell?

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Saturday, June 26

Afternoon/Evening Arrival

5:30 – 8:30pm **Registration** at the conference hotel
Dinner on your own with colleagues

Sunday, June 7

7:30am **Registration** at Cornell Vet School

8:00am **Opening, Introduction of participants**
— Bill Miller, Cornell University

Introduction to the Conference
— Charlie Hall, Texas A&M University

The Big (Environmental) Picture
— Dr. Robert Stavins, Director,
Harvard Environmental Economics Program

Discussion

12:30pm *Lunch*

1:30pm **Green Business Driving Forces**
— Joel Makower, CEO, Greener World Media

An Overview of the Sustainable Sites Initiative
— Dr. Steve Windhager, Lady Bird Johnson
Wildflower Center

Panel Discussion

6:30pm **Socializing**

7:30pm **Banquet**

9:30pm... **Networking and Socializing**

Monday, June 28

8:00am **Recap of Sunday's discussion and overview of the topics for the day.**

Making the Grade – Examples of environmental sustainability from outside floriculture

Two case studies
WalMart and Food Marketing Institute

Discussion

What Exactly IS Our Footprint?

Water and the Water Footprint

— Kaji Kado, PPD Technologies

12:30pm *Lunch*

What Exactly IS Our Footprint? (continued)

The Carbon Footprint

— Dr. Will Healy, Ball Horticultural Company

Case Studies from Those Who Are Operationalizing Sustainability

— Augusto Solano & Andres Toro, Florverde
— Mark Elzinga, Elzinga & Hoeksema
— Rick Brown, Riverview Farms
— Maria Kreidermacher, Pork & Plants

Discussion

Invited discussants include:
— Hans Brand, B and H Flowers
— Bodie Pennisi, University of Georgia
— Marc Clark, Rocket Farm

Adjourn

6:30pm **Socializing - Monkey Run**

7:30pm **Chicken Bar-B-Q**
— Master of Ceremonies – William B. Miller

9:30pm **Networking and Socializing**

Tuesday, June 29

8:00am **Closing Keynote**
— Bob Dolibois, ANLA

Brunch

Telling Our Story
— Fred Haberman, Modern Story Tellers

Discussion

Invited discussants include:
— Debbie Hamrick, N.C. Farm Bureau
— Jennifer White, GreenTalks

Coordinator's Summary Comments

12:00pm *Adjourn*

About Seeley Conferences



Seeley Conferences were established in 1986 in honor of Dr. John G. Seeley (1915-2007) after his retirement from Cornell University. Each year a conference topic important to the future of floriculture, is chosen by the Board of Directors.

Seeley Conferences are intended to promote discussion of issues important to the future of commercial floriculture. The meetings are structured to foster discussion by industry leaders and increase the level of understanding of topics through presentations by speakers with a wide range of backgrounds and experiences. The goal of the Conference is to better prepare attendees to make decisions on issues that have a great impact on their businesses and the industry as a whole.

To assure free exchange of ideas, participants, including representatives of the trade press, are asked not to attribute comments or points of view to speakers or industry leaders unless such dissemination is agreed to by the person expressing their point of view.

Travel

Air service to Ithaca is provided by USAir, Northwest, and Continental Airlines (<http://www.flyithaca.com/>). Additional carriers serve Syracuse (60 miles) and Rochester (100 miles). Limousine service is available from Syracuse from Airline Limousine, 607-273-3030.

Housing

Conference participants are encouraged to stay at the Hilton Garden Inn, Ithaca, where off-campus social events will be held. Information on the hotel may be found at <http://hiltongardeninn.hilton.com>. A block of rooms under the group name "Seeley" will be held until June 3. For reservations, call 607-277-8900. Other rooms are available at the Holiday Inn Ithaca-Downtown, 607-272-1000 until May 25. Holiday Inn group code "SEE"

More Information

More information and on-line registration forms are available at www.hort.cornell.edu/seeleyconference or by contacting Dolores Higareda by email: seeleyconference@cornell.edu or by mail: Seeley Conference, 134A Plant Science Building, Cornell University, Ithaca, NY 14853; phone: (607) 255-1789, or by fax: (607) 255-0599.

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Profile of Featured Speakers

Robert N. Stavins — Robert is the Albert Pratt Professor of Business and Government at the Harvard Kennedy School, Director of the Harvard Environmental Economics Program, Chairman of the Environment and Natural Resources Faculty Group, and Director of the Harvard Project on International Climate Agreements. He is also an editor of the Journal of Wine Economics. He was a Lead Author of the Second and Third Assessment Reports of the Intergovernmental Panel on Climate Change. He holds a B.A. in philosophy from Northwestern University, an M.S. in agricultural economics from Cornell, and a Ph.D. in economics from Harvard.



Joel Makower — Joel is a leading author and voice on the greening of mainstream business. He is executive editor GreenBiz.com and other popular web sites, research, and conferences on the greening of mainstream business produced by Greener World Media, of which he is co-founder and chairman. He hosts GreenBiz.com's annual State of Green Business Forum as well as Greener By Design, an annual conference focusing on green product design. Joel also serves as senior strategist at GreenOrder, a sustainability strategy firm; co-founder of Clean Edge, a cleantech research firm; and senior advisor to VantagePoint Venture Partner's cleantech fund. Joel, who writes the popular blog, "Two Steps Forward," is author of more than a dozen books, including his latest, Strategies for the Green Economy (2008). The Associated Press has called him "The guru of green business practices."



Steve Windhager — Steve joined the Lady Bird Johnson Wildflower Center staff in August 1999 as director for the Landscape Restoration Program. Through this program, the Wildflower Center — an organized research unit of the University of Texas — conducts research in applied ecology and offers fee-based consulting on a wide variety of ecological issues. Steve also directs the Center's newest undertaking, the Sustainable Sites Initiative, which is a joint project with the American Society of Landscape Architects (ASLA) and the United States Botanic Garden to create sustainable design guidelines and performance benchmarks for landscapes.



Maria Kreidermacher — Maria grew up on the family hog farm in Southeastern Minnesota, where her mother's gardening hobby during the 70's became a greenhouse business through word of mouth. The family finally named the entire operation Pork & Plants in the mid 80's. Maria worked for Ball Horticultural Company from 1996-2007, most recently in the position of PanAmerican Seed's Marketing Manager. In Spring 2007, she returned



to Pork & Plants to take over all business functions and management of the Retail. Since March 2009, 100% of Pork & Plants heating needs have been covered with bio-mass pellets made by the family's other business, Alternative Energy Solutions, LLC, from corn stalks, prairie grasses, bean straw, sawdust and other agricultural residues grown on the family farm and purchased from local farmers. Pork & Plants received the first GPN/OFA Sustainability Progress Award in 2008.

Mark Elzinga — Mark grew up in the industry, and purchased part of his father's business, Centre Street Market, at age 18. In 2007, Mark began construction of one of the Midwest's first organic facilities, with sustainability a cornerstone of the organic greenhouse. With four acres of organic production and eight acres of non-organic production under one roof, he's made major progress in making all of his greenhouse operations as eco-friendly as possible. The organic greenhouse was USDA-Certified organic in 2007. Today Elzinga and Hoeksema has five locations with over 30 acres of production area and is listed at No. 45 on the Top 100 Growers List ranked by Greenhouse Grower Magazine.



Kaji Kado — Kaji is Vice President of PPD Technologies and a graduate of the Universities of Calgary, Saskatchewan and Guelph. Prior to entering consulting he worked as a management consultant for KPMG. More recently, he has undertaken a number of projects related to the agriculture and food industry throughout North America, Europe, Japan and China. He has been at PPD since 1984.

Robert J. Dolibois — Robert is Executive Vice President of the American Nursery & Landscape Association, a Washington-based national trade association representing the nursery and landscape industry. He serves as a volunteer leader of the Small Business Legislative Council, the Friends of the National Arboretum and the Lady Bird Johnson Wildflower Center in Austin, Texas.



Fred Haberman — Fred is CEO and co-founder of Haberman, a brand public relations firm that tells the stories of pioneers who make the world a better place. The agency has been named among the nation's top brand storytellers by Fast-Company.com. Fred has counseled hundreds of companies and organizations, including Volvo Cars of North America, Organic Valley, Annie's Homegrown, the Institute for Agriculture and Trade Policy, the Organic Trade Association and the National Cooperative Grocers Association, on how to create brand or cause-related movements to generate awareness, sales and positive change. Fred's work with these movements—as well as his firm's own initiatives, including its nationally-recognized employer-sponsored garden and the U.S. Pond Hockey Championships—has proven his belief that storytelling is the best way to inspire anyone to connect with a cause or brand.



Past Conference Topics

- 1986 Floriculture 2000: The Role of the University
- 1987 Biotechnology: Its Imminent Impact
- 1988 Will Floriculture Meet Its Marketing Opportunities?
- 1989 Floriculture's Role in Environmental Stewardship
- 1990 Floriculture's Changing Business Structure: What Lies Ahead in the '90s?
- 1991 Supermarkets: Their Impact on Floral Distribution in the '90s
- 1992 How Government is Changing Floriculture's Future
- 1993 Has Success Spoiled Floriculture?
- 1994 Harnessing the Forces Shaping Floriculture
- 1995 How Consumer Behavior Drives Floriculture
- 1996 Who Took the Fun Out of Floriculture?
- 1997 Keeping the Family in Floriculture
- 1998 Germ Plasm for Floriculture's Next Millennium: The Good, The Bad, and the Ugly
- 1999 Floral Merger Mania: Is Bigger Better?
- 2000 Profitability in Floriculture: The Role of Human Capital
- 2001 e-floriculture: pearls or perils?
- 2002 Floriculture's Profit and Market Crisis: Charting A New Course
- 2003 Chasing Success in Challenging Times: Finding a Winning Strategy
- 2004 Understanding the Consumer: Is Floriculture Relevant?
- 2005 Stayin' Alive: Can We Captivate the Elusive Consumer?
- 2006 The Globalization of Business: Will Floriculture Prosper?
- 2007 Profit Squeeze: Is There a Solution?
- 2008 Profit Squeeze: Is There an Alternative?
- 2009 Chaos! Are YOU realizing the opportunity?